

## New study shows tourism growth

At a news conference on October 13, Governor Vilsack announced new statistics that show tourism in Iowa is a \$4.6 billion industry.

**An annual report from the Travel Industry Association of America reports that tourism expenditures in Iowa grew 3.7 percent from 2002 to 2003.**

During the same time, the industry nationally grew 2.7 percent. Iowa also saw an increase in federal (1.3 percent), state (1.6 percent) and local (3.1 percent) tax collections from tourism-related expenditures. The entire study, including information about tourism expenditures in every Iowa county, is available in the Travel Industry section at [traveliowa.com](http://traveliowa.com). ■



More than 300 people attended the Iowa Tourism Conference recently in Cedar Rapids. Iowa Department of Economic Development Director Mike Blouin (pictured here) made a luncheon

presentation where he congratulated Iowa's tourism industry for its continued growth. Blouin also said tourism is an important quality of life issue as businesses and people consider relocating here.

## Individuals, organizations honored at Iowa Tourism Conference

The Iowa Tourism Office and the Travel Federation of Iowa (TFI) presented 18 awards recently at the Iowa Tourism Conference in Cedar Rapids. This year, tourism industry members submitted 83 award nominations, the most since 2000. The awards honored numerous organizations, businesses and people who have made considerable contributions to the Iowa tourism industry.

*Pictured are TFI president Vicki Hughes (far left) and IDED Community Development Division Administrator Sandy Ehrig (far right) with award winners.*



**Web Site Award  
(population less than 10,000)**  
VILLAGES OF VAN BUREN, INC.



**Web Site Award  
(population more than 10,000)**  
AMERICA'S RIVER, DUBUQUE



**Hospitality in Tourism Award**  
MARION COUNTY DEVELOPMENT COMMISSION



**Media Friend of Tourism**  
MIKE WHYE - FREELANCE TRAVEL WRITER,  
COUNCIL BLUFFS



**Individual Friend of Tourism**  
NAOMI CHRISTENSEN, MILLS COUNTY



**Corporate Friend of Tourism**  
WOODWARD COMMUNICATIONS, INC.,  
DUBUQUE



**County of the Year**  
VAN BUREN COUNTY



**Consumer Brochure Award**  
(population less than 10,000)  
VILLAGES OF VAN BUREN, INC.



**Consumer Brochure Award**  
(population more than 10,000)  
MARION COUNTY DEVELOPMENT  
COMMISSION



**Attraction of the Year**  
(population less than 10,000)  
JOHN WAYNE BIRTHPLACE,  
WINTERSET



**Attraction of the Year**  
(population more than 10,000)  
NATIONAL MISSISSIPPI RIVER  
MUSEUM & AQUARIUM, DUBUQUE



**Event of the Year**  
(population less than 10,000)  
CHRISTMAS BY THE LAKE,  
CLEAR LAKE



**Event of the Year**  
(population more than 10,000)  
IOWA STATE FAIR, DES MOINES



**Community of the Year**  
(population less than 10,000)  
DYERSVILLE



**Community of the Year**  
(population more than 10,000)  
CEDAR FALLS



**Tourism and the Arts Award**  
DES MOINES ARTS FESTIVAL,  
DES MOINES



**Legislative Friend of Tourism**  
REPRESENTATIVE SCOTT RAECKER,  
URBANDALE



**Technical Marketing Award**  
(population less than 10,000)  
CLEAR LAKE CHAMBER OF  
COMMERCE

## Thanks to our partners!

The success of the Iowa Tourism Conference depends heavily on the involvement of its partners. Thanks to every business and organization that lent its support to the 2004 event.

AAA Minnesota/Iowa  
Ames CVB  
Associations Inc.  
Best Western Hotels of Iowa  
Cedar Rapids Area CVB  
*Chicago Tribune*  
Coral Ridge Mall  
Council Bluffs CVB  
CTM Brochure Display  
Customized Newspaper Advertising  
*The Des Moines Register*  
Des Moines Skyline Exhibits  
Eastern Iowa DMA, Cedar Rapids Gazette & Quad-City Times  
The Group Travel Leader Inc.  
Harrah's Council Bluffs Casino and Hotel

Hennen Publishing  
I Spot Access  
The Integer Group  
Iowa Gaming Association  
Iowa Group Travel Association  
Iowa Holiday Inn Marketing Co-op  
Iowa Wine & Beer Promotion Board  
*The Iowan Magazine*  
Meredith Travel Marketing  
*Midwest Living*  
The Mudd Group  
Northwest Communications  
Tanger Outlet Center  
Travel Federation of Iowa

# Vision Iowa board makes awards in October

At their October meeting, the Vision Iowa board made seven awards, six from the Community Attraction and Tourism program (CAT) and one from the Vision Iowa initiative. About \$5 million remains in Vision Iowa, while this fiscal year approximately \$7.4 million is still up for grabs from CAT. The board meets again November 10 in Des Moines.

## VISION IOWA

### Cedar Bend, Cedar Rapids

**Total project cost:** \$34,308,000  
**Requested:** \$14 million  
**Received:** \$5 million

**Cedar Bend consists of three components in the city of Cedar Rapids:**

**1. SINCLAIR SQUARE -**  
A 45,000-square-foot building that will house a year-round farmers market, a plaza for community events, space for artists, retail development, offices, restaurants and space for a new senior center.

**2. CEDAR BEND PARK -**  
Developed on a decommissioned landfill, the park will include trails, fishing piers, water landings, boat launch, wetlands development and a rock climbing wall. The park will connect to existing trails along the Cedar River.

**3. CEDAR BEND LAKE - A**  
62-acre clear water lake with a swimming and beach area also including a lodge and pavilion, trail, boat ramp, and playground.

## COMMUNITY ATTRACTION AND TOURISM PROGRAM (CAT)

### Pattersonville Park and Cultural Center, Hull

**Total project cost:** \$2.03 million  
**Requested:** \$700,000  
**Received:** \$400,000 grant

Three elements make up this project:

1. Pattersonville Park features a playground area, walking bridge, play features, gazebo, fountain, waterfall and landscaping.
2. Hull Library - The new facility will encompass 6,000 square feet and include a children's area, study room, periodical storage area, computer stations and offices.
3. Visitor's Center and Museum will highlight agriculture in the 1800s with interactive displays and information about area attractions.

### Performing Arts and Recreation Center, Red Oak

**Total project cost:** \$5,123,947  
**Requested:** \$2.25 million  
**Received:** \$1 million grant

The proposed 23,000-square-foot Performing Arts and Education Center will include a lobby, a 250-seat theater, classroom and rehearsal space, dressing and make-up rooms, green rooms, a dance studio, dressing rooms, set and costume shops, and a parking area.

### Moville Community Center and Woodbury County Library, Moville

**Total project cost:** \$1,754,546  
**Requested:** \$400,000  
**Received:** \$300,000 grant

This project will create a state-of-the-art facility to house the Woodbury County Library and provide much needed meeting space for the city of Moville, the Woodbury County Fair, Woodbury County and other groups. Project components include site development, utility connections, and construction of a nearly

14,000-square-foot facility. Once complete, the building will house cultural, recreational, educational, family, social, professional and tourism events.

### Massey Visitor Services Building, Dubuque County

**Total project cost:** \$140,000  
**Requested:** \$55,000  
**Received:** \$50,000 grant

This project calls for the construction of a two-story visitor services building at the Massey Marina Recreation Area. The fully accessible building will include shower and restroom facilities, concessions areas, storage space, and a visitor services information area.

### Fort Madison Community Library, Fort Madison

**Total project cost:** \$2.5 million  
**Requested:** \$832,500  
**Received:** \$600,000 grant

This project involves the consolidation and expansion of two presently inadequate library facilities. The new facility will allow for increased programming, services and exhibits and will markedly enhance the educational, technological and historical/cultural aspects of the community. The new 16,000-square-foot facility will be located on approximately 1.8 acres of city-owned land.

### Clear Lake Municipal Swimming Pool, Clear Lake

**Total project cost:** \$1,707,856  
**Requested:** \$500,000  
**Received:** \$95,000

The project involves the construction of a 6,800-square-foot municipal swimming pool, demolition of an existing dilapidated former public works building on city-owned property and the construction of a municipal swimming pool with water features. The city currently does not have an outdoor swimming pool.



Iowa Department of  
Economic Development  
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## Silent Auction success continues

Now in its ninth year, the silent auction remains a popular component of the Iowa Tourism Conference. This year, the auction raised more than \$9,500 that will benefit future educational opportunities including the tourism conference and Iowa Tourism Unity Day. Thanks to everyone who submitted an item to this year's auction and congratulations to the winning bidders. ■

## IDED unveils new brand



At the Iowa Tourism Conference's opening luncheon, Iowa Tourism Office Manager Nancy Landess announced the Iowa Department of Economic Development's new brand, IOWA *life* | changing. Every group within IDED is using this new brand to position the state as an ideal place to live, work and visit. In focus group sessions held earlier this year, test audiences appreciated IOWA *life* | changing as a positive statement that communicates multiple meanings to various audiences. This is essential because IOWA *life* | changing is the unified brand for the IDED and its many audiences, including travelers.

The message's flexibility also makes it applicable to local tourism organizations that may use IOWA *life* | changing to complement local marketing efforts. Groups interested in including the logo in their marketing pieces must first sign a licensing agreement. Located here – [www.iowalifechanging.com/tmarkuse](http://www.iowalifechanging.com/tmarkuse) – the licensing agreement simply allows the IDED to know who is using the logo. Once the agreement is signed, staff at the IDED will send an email containing a link to the high resolution images. ■

## FREE online coupons can bring holiday travelers

The holidays are just around the corner, and the Iowa Tourism Office is providing a free opportunity for businesses and organizations around the state to attract winter-time travelers with online coupons. Beginning this month, you may submit a coupon for a money-saving offer that will appear at [traveliowa.com](http://traveliowa.com). These travel savings can include a buy one get one offer, reduced rates at lodging facilities, half price admission and more. The coupons will remain on the site until January 1, although your coupon can still be valid after that. Contact Kathy Bowermaster with any questions about the program at 888-472-6035 or [kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com). ■